

DALLAS

Volume 13, No. 8

AUGUST, 1934

Price, 15 Cents



M A N U F A C T U R E D W E A T H E R

Keep Cool and
Relieve Hay Fever
with



Air Conditioning

YOU can work better and preserve your amiable disposition when pure, conditioned air keeps you cool and protects you from hay fever irritation. Complete air conditioning equipment removes dust and pollen from the air and saves you from the crying, sneezing and other afflictions of the hay fever season. Doctors prescribe it for their patients.

Temperature, humidity and circulation of the air also are regulated by air conditioning equipment. You have more energy and life looks brighter when you enjoy the healthful comfort of conditioned air. There is a type of equipment suited to your special needs in home or office. Investigate it.

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DALLAS

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of Dallas and the Great
Southwest*

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CLYDE V. WALLIS, *Editor*
 EARL Y. BATEMAN, *Business Manager*

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THE COVER

This month's cover shows some of the styles being displayed by Dallas wholesalers and manufacturers for the Fall Market Season. Dallas is now recognized as one of the leading style centers of the country.

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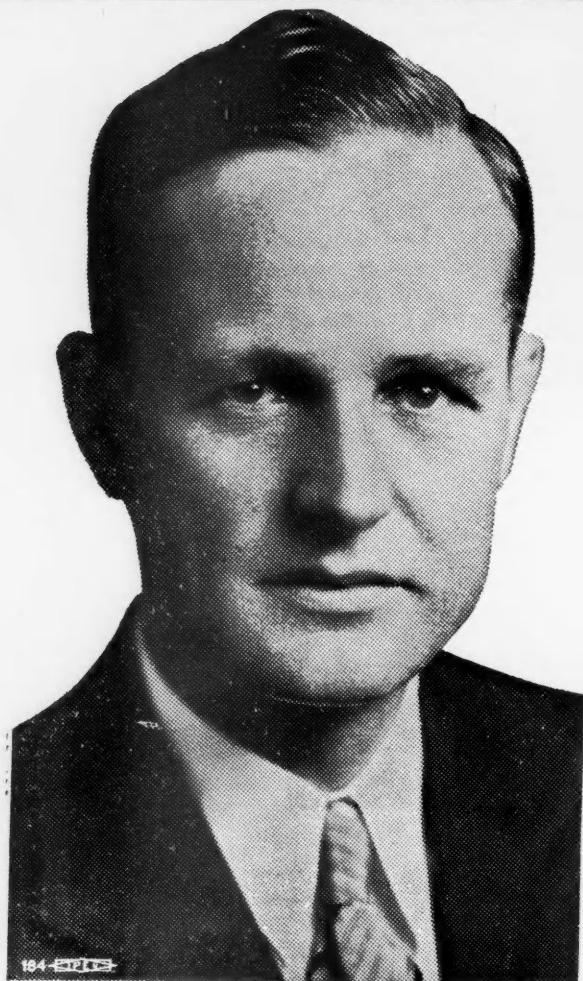
SAM HANNA

Candidate for the

LEGISLATURE

Place No. 3

He is at present a reading clerk in the House. As such he has acquired a familiarity with legislation and with the rules of the House; has legislative experience and an acquaintance with the members of both Houses. He recognizes that the two major problems which now confront the people of Texas are those of governmental expenditures and of taxation. During the decade 1920-1930 governmental costs in Texas increased over 200 per cent, with a resulting rise in the tax rate. Within the past few years governmental expenditures have averaged one hundred million dollars or more each year. At the present time there are approximately one hundred and thirty-one virtually independent units in the administrative system of this state and to manage these units ninety-nine administrative agencies are provided. There are eight elective officers, one elective board, eleven officers appointed by the Governor and Senate, or by the Governor alone, one official chosen by a special board, forty-six boards or commissions appointed by the Governor and Senate, twenty-five boards, either ex-officio or partly ex-officio in membership, and seven additional boards appointed by authority other than the Governor. (J. Alton Burdine, Adjunct Professor of Government, Texas University, in paper read to Conference on Public Affairs, Southern Methodist University, at Dallas, March, 1934). There is much duplication of service and much lost motion with consequent waste of public money. The burden of taxation upon the people is now greater than they can bear. Mr. Hanna is opposed to any form of additional taxes on the people. He is opposed to a State Income Tax and to a sales tax. He believes that wise statesmanship can bring about a solution of these two major problems by lessening the number of state administrative agencies; combining and consolidating the work of many under one and thus reduce governmental expenditures many million dollars. The people are crying aloud for a more economic, a more efficient, and a speedier administration of justice both civil and criminal; and Mr. Hanna pledges himself no matter who is elected Governor to cooperate with him in all his economy measures.



His opponent evidently has the opposite viewpoint. She was the sole member of the Dallas delegation in the present House who fought and voted for a State Income Tax. She voted against a resolution offered in the House commanding members of the Texas delegation in Congress for aiding in defeating the proposal of the Treasury Department that separate income returns on the part of the husband and wife not be permitted; a right guaranteed to citizens of states in which the community system of property prevails. According to the *Dallas News* report, she declared: "the Texas Congressmen ought to be condemned for trying to get an advantage that Texas is not entitled to. I am opposed to thanking them for being politicians for that is all they were in this instance."

Mr. Hanna and his opponent represent diametrically opposite views of governmental policy. She believes in piling up the taxes to meet our enormous expenditures. He believes in paring down our expenditures to meet a fair and reasonable tax. The voters will have an opportunity to choose between them on August 25th.

This political advertisement paid for by friends of Mr. Hanna.



ROGER

The Dallas Wholesale Market

Its Rapid Development Has Been Important Contribution to City's Remarkable Growth

ONE of the outstanding reasons for the remarkable growth of Dallas is that in its early years of service it established itself as a distributing market. From a small beginning it has grown into one of the principal distributing centers of the entire United States. Although it ranks only thirty-third among the nation's cities in population, it stands thirteenth as a wholesale market. The annual sales volume of the manufacturing and wholesale interests of Dallas approximates one billion dollars. These same interests employ ten per cent of the entire population of Dallas and twenty-five per cent of the employable people. The growth and development of other industries in Dallas has resulted from this basic beginning of distribution.

Leads in Many Lines

Dallas has one of the best rounded markets in the country. It is a wholesale and manufacturing market for the following merchandise:

Dry goods and notions; hardware, implements and machinery; oil well machinery; oil; furniture; rugs and carpets; harness, saddlery and leather goods; foods; publishers; printing equipment and machinery; hosiery; industrial supplies; radios; auto accessories; mill products; millinery; package products; candy; canvas goods; electrical supplies; shoes; lingerie; shoe findings; batteries; sound equipment; building materials; china ware; ladies ready-to-wear; men's wear; paints and varnishes; school supplies; boxes and many other lines.

Dallas predominates in a great many lines but its most recent growth has been in the women's apparel field. Dallas has

more than twenty-five ready-to-wear manufacturers and wholesalers. It has the only full fashioned hosiery mill in the Southwest and more than twenty wholesale and manufacturers of millinery. It is growing rapidly in the lingerie field. The new trend is that Dallas is forging forward as a men's wear market. Everything that a man wears is manufactured or distributed from Dallas. In recent months several outstanding lines of men's wear have established Southwestern headquarters here.

The City of Dallas, outside of its wholesalers and manufacturers, reaps a distinct benefit from the market seasons and special promotion of these events. The hotels are crowded during these periods, as are all amusement places and restaurants. The department stores are patronized by visiting retailers. These market season events are outstanding and have reached an enviable position in the United States. National publicity has been given to these events.

Southwestern Style Show

The Southwestern Style Show is the principal reason why Dallas has established itself as a women's wear market. This institution has been presenting a fashion revue for fourteen consecutive years. The Southern Style Show Association operates differently from most of the style centers of the country and it has had remarkable publicity in the years it has been in existence.

This August it presents its series of twenty-ninth semi-annual fashion revues. From a modest beginning these shows have been built into a nationally recognized institution. Approximately \$14,000 is spent on these shows each year. They

are carefully planned and executed and bring many people to the market for correct fashion information at the beginning of the season. These shows have a reputation for presenting fashions in the most painless manner possible.

The current autumn season started off with a great number of buyers from the entire Southwest in the market. As in previous seasons, many new merchants are turning to Dallas instead of depending on distant markets. If the record of the first two weeks continues through the season, it will be a highly satisfactory season.



Conditioned Air Hay Fever Relief

Dallas business men can congratulate themselves that there will not be so serious a lowering of efficiency from hay fever this season since more persons have learned the benefits of conditioned air. The increased number of office installations of air conditioning equipment will prove a boon as the season opens.

Since it has been learned that the filtering process included in complete air conditioning removes the offending pollen and dust which cause unpleasant symptoms, many sufferers have begun spending as many hours as possible in the stores, theaters and office buildings which offer cool, conditioned air. Here their symptoms are relieved at once and completely disappear after an hour or so. The efficacy of conditioned air as a relief for hay fever and pollen asthma was verified by tests conducted at Johns Hopkins Hospital several seasons ago and is also vouched for by numbers of local sufferers.

Marked progress in manufacturing and design has made available various types of air conditioning equipment, so that Dallas firms now can supply the exact type suited to homes, offices, public buildings or single rooms. Installations are simpler than in the early stages of the industry and it is expected more offices and homes will be equipped for the healthful comfort of conditioned air by the close of this season for pollen diseases.

BUSINESS:

Items of Local and Regional Interest, Showing Current Trends in Commerce, Industry and Finance

Texas Business Review

The following review of the current business situation in Texas is from the monthly bulletin of the Bureau of Business Research, University of Texas:

Turning to the business situation in Texas, reports to this Bureau indicate that current activity is holding up better than in the country at large. Retail dollar sales in various groups of Texas stores made a favorable showing in comparison with the similar month last year. Reports from ninety-three retail establishments covering all sections of the State show an average increase of twenty-four per cent in dollar sales in comparison with June last year; and for the first half of the year, average sales were 28.4 per cent above the corresponding period in 1933. The seasonal decline from May to June was about equal to the average of the preceding seven years, or nearly sixteen per cent.

Automobile registrations during June reached a new high for the year. Contrary to the seasonal trend in the past several years when there has been an average decline of three per cent from May to June, registrations during June this year in the fifteen most populous counties, representing all sections of the State, totaled 5,794, against 5,339 in May, a rise of 8.5 per cent. Compared with the June, 1933, registrations of 4,111 cars, the increase was forty-one per cent; while total registrations for the first half of the year were 26,443, against 16,742 during the corresponding period last year, a gain of fifty-eight per cent.

Checks cashed during June by member banks reporting to the Federal Reserve Bank of Dallas increased fourteen per cent over May and 24.2 per cent over June, 1933.

The Texas cement industry showed a marked increase over June, 1933. Production was up nine per cent, and shipments increased fourteen per cent while inventories were eighteen per cent lower.

Commercial failures totaled only seventeen, a decline of thirty-nine per cent from June, 1933. Reports from 2,298 Texas establishments show a slight decrease in the number of workers employed in July as compared with June but a substantial increase of 13.1 per cent over July, 1933. Payrolls in these establishments increased 2.1 per cent over June and 16.5 per cent above July, 1933.

The only adverse factors in the month's statistics in comparison with June last year were a decline in the number and capitalization of new Texas charters and a decline in shipments of Texas livestock, poultry and eggs. The Texas cotton textile industry suffered a severe decline

during June both in comparison with May and with June, 1933.

Although production of staple farm product during the current season promises to be lower than last year, farm purchasing power is expected to be above that of last year because of higher prices and the various benefit payments to be distributed by the Government.

* * *

Federal Reserve Summary

A sharp deterioration in the condition of principal crops and of livestock and their ranges due to the prolonged and widespread drouth was a development of major importance in the Eleventh Federal Reserve District during the past month. Despite the drouth, business has been well sustained. Sales of department stores in principal cities, while reflecting a seasonal decline of sixteen per cent as compared with May, were twenty-four per cent larger than in June, 1933. Distribution in some lines of wholesale trade declined more than seasonally, but this was not surprising because of the heavy volume of May business. Sales in most lines continue to show large increases over the corresponding month last year. Collections generally are holding up well. While merchants are proceeding cautiously in the placement of future orders, reports indicate the maintenance of a strong undertone of confidence. Commercial failures in June were few in number and the liabilities of defaulting firms were small. Debits to individual accounts at banks in larger cities reflected a contrary to seasonal increase of seven per cent as compared with the previous month and were twenty-one per cent larger than last year.

Deposits of member banks, after declining seasonally during the preceding three months, turned upward in June. The daily average of combined net demand and time deposits totaled \$712,177,000 in June as compared with \$708,920,000 in May, and \$582,388,000 in June, 1933. Member bank borrowings at the Federal Reserve Bank continued in small volume and reserve deposits were maintained at a high level. The loans and investments of member banks in selected cities increased substantially between June 13 and July 11.

The valuation of building permits issued at principal cities in June declined as compared with May, but the volume was larger than in any of the preceding nine months. The total for the month was forty-seven per cent less than in May and thirty-seven per cent lower than in June last year.

The drouth which had been prevailing for several months in the western part of the district became more general in

June and July and is now affecting to some extent practically the whole of the district. The situation has been aggravated by the abnormally high temperatures, which have caused rapid evaporation of moisture and which have partially nullified the effect of rainfall in some sections. According to the July 1 report of the Department of Agriculture, prospective yields of principal crops are considerably below the average. Feed crops are spotty, being fairly good in some sections to near failure in others. There will be a shortage in many areas unless weather conditions are favorable to the production of fall crops. The cotton crop has withstood the drouth remarkably well, but recent reports indicate that deterioration has set in. Nevertheless, the crop could show rapid recuperation should heavy rains occur in the near future. The condition of livestock and their ranges has declined sharply in nearly all sections, and in many areas the situation is very critical. Particularly in the western part of the district, feed and stock water are scarce. Livestock in substantial numbers are being moved to more favorable areas or sold to the Government. Recent reports indicate considerable losses in some areas.

* * *

Revenue Freight

The Car Service Division of the American Railway Association, with Southwestern headquarters in the Santa Fe Building, reports that revenue freight loadings for the Southwest for 1934 to July 28 totaled 17,746,628; last year 15,842,690; two years ago 16,040,524.

* * *

Automobile Sales

New automobiles registered in Dallas County during July totaled 967, compared with 799 in July, 1933, 416 in 1932 and 781 in 1931. The month's total brought registrations for the first seven months of 1934 to 6,635, exceeding by 1,411 the record for the entire year 1932 and falling short of equaling the entire registration for 1933 by only 950.

* * *

Assessed Valuations

City Assessor and Collector L. L. Bristol estimates that the assessed valuation of Dallas property will total approximately \$244,057,850 for 1934, an increase of \$189,850 over last year. Assessed valuations represent forty-five per cent of actual value for taxing purposes.

* * *

The State Automatic Tax Board at Austin has again fixed the State tax rate at the maximum of seventy-seven cents on each \$100 of assessed valuation.

Building Permits

Dallas building permits during July totaled \$202,943.85, compared with \$267,242.00 for July, 1933.

* * *

Bank Clearings

Dallas bank clearings for July totaled \$134,825,411.45, compared with \$110,367,150.00 for July, 1933.

* * *

Postal Receipts

Dallas postal receipts for July were \$249,868.37, compared with \$245,756.65 for July, 1933.

* * *

Texas Employment

July employment in Texas was 13.1 per cent ahead of July, 1933, in number of workers and 16.5 per cent in payrolls. Dallas employment was 21.4 per cent ahead of a year ago, Houston 24.6, Fort Worth 4.0 and San Antonio 6.1.

* * *

Department Store Sales

Department store sales in Texas for the year to date are 28.4 per cent ahead of the same period last year. Dallas shows a gain of 27.8 per cent over last year, Houston 32.7 per cent, Fort Worth 21.9 per cent and San Antonio 28 per cent.

* * *

Texas Charters

The capitalization of new corporations chartered in Texas totaled \$9,615,000 for the first six months of 1934, compared with \$15,729,000 for the same period last year.

* * *

Texas Commercial Failures

Commercial failures in Texas for the first half of 1934 totaled 130, compared with 321 for the same period in 1933. Liabilities were \$1,777,000, compared with \$5,464,000 last year.

* * *

Freight Traffic Increases

July freight traffic over the Texas & Pacific Railway increased 922 cars from total loadings in June due principally to increased shipments of refined oil, livestock, salt, sand, stone and gravel, according to the monthly report of W. T. Long, Jr., superintendent of transportation.

Total revenue carloads in July were 34,776 compared with 33,854 in June, Mr. Long reports. Local loadings comprised 18,585 cars and receipts from connections 16,191 cars.

♦♦♦

The Ben Griffin Auto Company has purchased the two-story brick building at South Ervy and Gano Streets. The building has been completely remodeled and is occupied by the company as a sales room.

♦♦♦

Gansey R. Johnston is the new manager of the Dallas branch of the Columbus Coated Fabrics Corporation of Columbus, Ohio, covering Texas, Oklahoma, New Mexico and Louisiana. He succeeded C. D. Barr, who was transferred to the home office.

New Census Shows Trend in Trade and Employment

RETURNS from the Census of American Business which had been tabulated to July 10, 1934, have been summarized, showing the trend in trade and employment since 1929. This summary represents returns for seventeen states in the retail census, twenty-two states in the wholesale census, and fourteen states in the census of service establishments and places of amusement.

For the seventeen states included from the retail census, an increase in retail employment during 1933 is shown of 64,680 full-time employees or 20.3 per cent, and 44,376 part-time employees, or 53.1 per cent. Proprietors or firm members actively engaged in their business numbered 225,939 in 1933, against 207,037 in 1929. The increase in this figure between April and December was nineteen per cent in 1933 and only seven per cent in 1929.

The returns show a slight increase in the number of retail stores in operation in the seventeen states covered at the end of 1933 as compared with the end of 1929, contrary to trade estimates made before these facts were gathered. The number in operation in these states was 212,937 in 1933, an increase of two per cent over the 208,974 stores in 1929.

Loss Forty-Seven Per Cent

Though a substantial pick-up in retail business in the latter part of 1933 is indicated by the increase in employment, when comparing the full years, 1929 and 1933, it is shown that these seventeen states suffered a loss of forty-seven per cent in retail sales volume, the comparative figures being \$3,416,000,000, against \$6,418,000,000.

Since this is the first census to be conducted covering service establishments and places of amusements, there are no comparable data available for previous years. In the fourteen states included in this summary there were 40,418 service establishments and places of amusement, giving employment to 38,795 proprietors, 31,618 full-time employees and 13,837 part-time employees. The total receipts of these service establishments and places of amusement during 1933 amounted to \$150,376,147.

An increase in employment of 13.1 per cent for full-time and 23.3 per cent for part-time employment is shown to have occurred during 1933. The peak of full-time employment was in August and the low in February, while for part-time employment the peak was in December and the low in February.

Wholesale Returns From Twenty-Two States

Tabulations for the first twenty-two states for which wholesale returns were completed show a decrease of 3.1 percent in the number of wholesale establishments in operation in these States at the end of 1933, as compared with those in

operation in the same territory at the end of 1929, the number being 31,652 in 1933 against 32,646 in 1929.

These States reported an increase in wholesale employment during 1933 of 26.4 percent for full-time and 10.5 percent for part-time employees. Based on the average number of full-time employees, the last quarter of the year showed improvement over the first quarter of about 11 percent, and part-time employment during similar periods improved by more than 20 percent.

Though substantial improvement in trade during the year is indicated by employment figures, a comparison of sales for the full year 1929 with the 12 months of 1933 shows a loss in volume of business for these States of 55.9 percent, the comparative figures being \$3,631,138,000 against \$8,238,061,000.

♦♦♦

Consumers Pay Accounts More Promptly

Consumers have paid their charge accounts at department stores more promptly this year than they did in the first half of 1933, it is revealed in monthly collection percentage figures announced by C. T. Murchison, director of the Bureau of Foreign and Domestic Commerce, on the basis of reports gathered by the Federal Reserve Board and the Commerce Department.

Accounts receivable for the first five months of this year, both open and installment obligations, were paid at a much higher rate than for the corresponding period of 1933. Collection percentages were more favorable in May of the current year, the latest month covered by this report, than they were in April, reaching the highest point of the year to date.

These data on retail collection conditions are based on the credit operations of a representative group of about 400 department stores reporting their open-account collection experience and over 250 reporting on installment accounts. The comparative figures used for 1933 are those gathered by the Commerce Department in its retail credit survey.

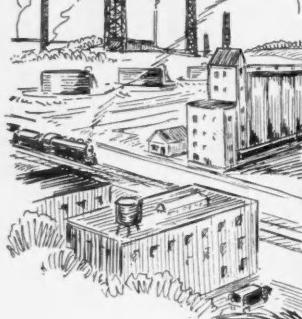
♦♦♦

Texas production of poultry and eggs for 1933 was valued at \$23,571,000, a very considerable decrease from the 1926-1930 average total of \$53,463,000. Price reductions were largely the reason for the decrease, but production also dropped off somewhat from peak years.

♦♦♦

A record crop of 10,000 cars of citrus fruit is forecast for the Rio Grande Valley. Marketing begins about September 1, and this year's crop will be moved with the aid of a \$90,000 national advertising campaign. The average yield for the last five years was 5,615 cars.

INDUSTRIAL DEVELOPMENT



LEADING DALLAS INDUSTRIES

Plant of Hughes Brothers Manufacturing Company, 1401 South Ervay Street.



New Concerns

One hundred new businesses were established in Dallas during July, including eight manufacturing plants, ten wholesale establishments, forty-eight retail concerns, twelve oil-producing and oil field equipment companies and twenty-three miscellaneous.

* * *

New Factories

Ann Marlin Laboratories, 4218 Main St. Cosmetics.

Avnet Hat Manufacturing Company, 308 Wholesale Merchants Bldg. Millinery.

Samuel George Company, 505 South Beacon St. Salad dressing.

Oriental Packing Company, Inc., 2821 Commerce St. Mechanical packing.

Sheba Ann Frocks, 1103½ Commerce St. Dresses.

Tostados Factory, 1600 McKinney Ave. Food products.

Town Club Hat Company, 912 Commerce St. Millinery.

Union Ice Company, 4008 Commerce St.

* * *

Wholesalers

Betty Brooks Company, 1013 Commerce St. Distributing branch; home office, Los Angeles, Calif. Manufacturers of wash dresses, gym wear, uniforms and nitewear. Jack Ducker, Southwestern manager.

Bierner & Son Millinery, 1009½ Commerce St. Wholesale millinery. Michael Bierner, manager.

Borden Sales Company, Inc., Cheese Division, 1106 Wood St. (U. S. Cold Storage Company). Home office, New York.

David Old Union Beer Company, 3607 Main St. Wholesale beer.

Leon Margules Produce Company, 2106 Cadiz St. Wholesale produce.

Marshall & Vestal Meat Company, 1917 North Houston St. Wholesale meats.

Rosen Millinery Company, 320 Fidelity Bldg. Wholesale millinery.

Simplex-Hoss Motor Parts Company, 2100 Live Oak St. Automobile equipment. Home office, Cleveland, Ohio.

* * *

Oil Producers

Cranfill Oil Corporation, Continental Building. Incorporated by Britt E. Cranfill, E. Constantin, Jr., and M. S. Church.

Honolulu Oil Corporation, incorporated in California and granted Texas permit, with Dallas as headquarters. Further details lacking.

C. M. Joiner Drilling Company, Gulf States Building. Incorporated by C. M. Joiner, J. C. Casler and Odell Henson.

J. M. Rush, Inc., Kirby Building. Incorporated by J. M. Rush, W. H. Harrison, Jr., and R. L. Rush.

Topaz Oil Company, Kirby Building. Incorporated by W. W. Lechner, R. N. Lechner and W. H. Harrison, Jr.

Norman M. Wilson, 505 Continental Building. Oil producer.

Salome-Cooper Drilling Co., 521 Republic Bank Bldg. Drilling contractors and producers.

Oil Royalties

Betumah Royalty Corporation, Louisiana corporation, with headquarters in Shreveport, granted permit to do business in Texas, with Dallas as headquarters and Lewis M. Dabney of Dallas as Texas agent.

Occidental Royalty Company, Wilmington, Del. Delaware corporation granted permit to do business in Texas with F. F. Bokern, Dallas, as Texas service agent.

Sabine Royalty Corporation, 1115 First National Bank Bldg. Enlarged Dallas offices, with Russell H. Reed, manager. Home office at Tyler.

* * *

Oil Equipment

Muskogee Iron Works, 1115 First National Bank Bldg. Steel derricks and rig fronts. Home office, Muskogee, Okla.

* * *

Miscellaneous

American Adjustment Bureau, Inc., 613 Construction Bldg. Collection agency.

Layton W. Bailey, Jr., 223 Slaughter Bldg. Advertising.

Byrne & Luther, Inc., 4600 Preston Road. Contractors.

Dallas Package Delivery, 1808 Commerce St. Delivery service.

Exhibitors' Poster Exchange, 2019½ Jackson St. Posters.

M. E. Florence Company, Republic Bank Building. Investment brokers.

Guaranty Reserve Mutual Life Insurance Co., 822 Republic Bank Bldg.

Home State Life Insurance Co., 1509 Tower Petroleum Bldg. Home office, Oklahoma City, Okla. W. W. King, Texas manager.

International Credit Service, 1608 Allen Bldg. Collection agency.

National Mutual Accident Insurance Company, 824 Allen Bldg.

United States Government, Federal Communications Commission Inspector, 464 Federal Bldg.

United States Government, Agricultural Department, Subsistence Homestead Division, 205 South Houston St.

United States Government, Regional Engineer Inspector, P. W. A., 450 Federal Bldg.

Western Freight Association, 2312 Griffin St.

Work Projects to Aid 40,000 in Texas

Contracts for public works projects in Texas, scheduled to be let in the next four months, together with work already begun, indicate that this governmental job-creating machinery is getting under way and can be expected to help prevent the coming winter from bringing greater relief problems than the last winter.

By the time cold weather starts 40,000 Texans should be drawing on an average of \$50 a month on PWA jobs, half of them on the emergency highway program work, supervision of which has been turned over to the Bureau of Public Roads. The rest will be building schools, sewers, waterworks and public buildings under direct PWA management.

Church Moves National Headquarters Here

National headquarters of the Pentecostal Church, Inc., have been moved to Dallas from Louisiana, Mo. The two-story brick building at 1805 Pocahontas Street has been leased for a period of three years to house the headquarters, and at the same location a training school for pastors will be conducted. Presence of the headquarters in Dallas will bring a number of persons to the city for its conferences, the school and other activities. The church's monthly magazine, the Apostolic Herald, and its Sunday School literature will also be published in Dallas. W. E. Kidson is general secretary and actively in charge of the new headquarters.

New Company Formed

Formation of a new company, the Southwestern Sales & Warehouse Company, has been announced by the organizers, E. Gordon Perry, George H. Pittman and M. A. Campbell. The company will act as sales and warehousing agents for a number of manufacturers, and has already secured several automotive accounts.

The new company is located at 2500 Florence St., at Hawkins, where it has a warehouse with 46,695 square feet available. Mr. Campbell is now in the East contacting manufacturers to acquaint them with the facilities for sales and distribution offered by the company.



Transferred to Dallas

American Automatic Electric Sales Company, general sales agents for Automatic Electric Company and American Electric Company, has transferred H. L. Housley from the Kansas City branch to Dallas to be in charge of the Southwestern district. He resides temporarily at 2523 Maple Ave., and probably will establish an office later. The company sells and installs intercommunicating telephone and signaling systems.



Cotton Classing Board

Making it convenient for Dallas cotton merchants to sell cotton to the Federal administration and aiding other cotton transactions here, the local office of the United States Department of Agriculture has been designated as a contract cotton classing board. Establishment of the board was in recognition by the Federal government of the importance of Dallas as a cotton market.



Cotton Goods Office

The Fiatelle Company, 320 Broadway, New York City, has established a Southwestern sales office at 619 Mercantile Bldg., with R. C. Roethlein, manager. The company sells a complete line of cotton goods, and the Dallas office was established as a result of the increasing importance of Dallas as a clothing manufacturing center.



Packard Distributor

Packard-Dallas, Inc., new distributors Packard automobiles, is headed by J. A. Eisele, Packard distributor in Oklahoma City for the last twelve years. Horace J. Eisele is associated with his father in the company.

"We decided to move to Dallas because of the greater opportunity for the sale of fine cars," Mr. Eisele said.



Oil Test Near Dallas

Plans for a 4,000-foot test well for oil in Dallas County have been announced. The well will be drilled near Irving, on a 11,000-acre lease. Contract for the derrick has been let and drilling is expected to be started in the near future. The test will be the deepest ever drilled in Dallas County.



The second horse show sponsored by the Saddle and Bridle Club of Texas which will be held in the Livestock Arena on Oct. 19, 20 and 21, for Texas owned horses, is expected to attract entries from stables throughout the entire State, according to Fenton J. Baker, chairman of the Board of the Saddle and Bridle Club.

National Carloadings Show Increase

The current bulletin of the American Railway Association shows carloadings for the week ending July 21 were 614,864 as against 656,380 during the corresponding week of 1933 and 501,912 during the corresponding week of 1932. Since carloadings at this time last year were at the peak occasioned by the midsummer industrial boom that came with the new deal, the present showing is not viewed by railway authorities as bad.

Year's Record Up

Carloadings from January 1 through the first three weeks of July in 1934 have amounted to 17,137,780 as against 15,197,851 in 1933 and 15,529,421 in 1932. Carloadings during the first three weeks of July this year were 1,737,449, as against 1,853,551 during the same period in 1933 and 1,621,601 in 1932.

In the Southwestern division carloadings amounted to 49,315 during the week ending July 21, as against 51,603 during the same week in 1933 and 45,082 during the same week of 1932. This amounted to a drop of 4.5 per cent under last year and an increase of 9.5 per cent over the corresponding week of 1932. From January 1 through the first three weeks of July this year carloadings in the Southwestern division have been 2,077,810 as against 1,784,955 during the corresponding period of 1933 and 1,825,567 during the corresponding period of 1932, representing increases of 16.5 per cent and fifty-six per cent, respectively.



Improvements Planned for Adolphus Hotel

Otis M. Harrison has been appointed manager of the Adolphus Hotel by the National Hotel Management Company, which recently took over operation of the hotel for the Dallas Hotel Company, owners. Mr. Harrison was formerly assistant manager of the Baker Hotel here. Later he became manager of the Texas Hotel in Fort Worth and came back to Dallas from Detroit, where he was manager of the Detroit Leland Hotel.

The new management plans to spend approximately \$500,000 in modernizing the Adolphus, to make it one of the most up-to-date hotels in the country. Air conditioning in parts of the building will constitute a portion of the improvement program.

Other hotels operated by the National Hotel Management Company include the New Yorker and Lexington in New York, the Book Cadillac in Detroit, the Ritz-Carlton in Atlantic City, the Netherland Plaza in Cincinnati and the Van Cleve in Dayton.



Life insurance policyholders and beneficiaries were paid \$70,500,000 in Texas during 1933 by life insurance companies. Dallas beneficiaries received \$3,698,000 of this total.

Merchants Tell Why They Like the Dallas Wholesale Market

Prize Winning Letters in Contest Sponsored by Dallas Wholesale Merchants Association

THE high esteem in which merchants of the Southwest hold the Dallas market was revealed recently in a prize-letter contest conducted by the Dallas Wholesale Merchants Association. Judges in the contest selected from the hundreds of letters submitted the following which were awarded first, second and third prizes:

First Prize Letter

Gentlemen:

We like to buy in Dallas, "the metropolis of the South," because we save time, make money, gain friendship, enjoy hospitality, and return home feeling as if



First Prize
By
GEO. S. LINK
Bryant-Link
Company
Spur, Texas

we have been on a vacation instead of a business trip.

We have found that we save time when we buy in the Dallas market, due to the fact that the wholesale houses and offices are centrally and compactly located. Little time is spent in going from one place to another. This factor of time is all important in business, and we know from experience that we get quicker service in Dallas than we get in other wholesale centers. If we want certain goods on short notice, we can telephone or wire and the goods will be delivered within twenty-four hours at the most.

We buy in Dallas in preference to Eastern markets because we can make more money by trading in the market of our own State. The old adage, "A penny saved is a penny earned," is evidence in this case, for we certainly cut our traveling expenses by going to Dallas. A trip to this wholesale center is inexpensive in comparison with one to New York, Chicago, or St. Louis. If we wish to do so, we can drive our own car and further lessen the cost. We can also bring some merchandise back with us, thereby saving express charges and having new merchandise to display to our customers the first day after our return, whereas merchandise from Eastern mar-

kets would be two to three weeks at the very earliest in arriving. But the factor of utmost importance in money-making is the fact that the wholesale houses of Dallas display the styles that are adapted to this section. Merchants who have bought in markets more distant know that there exists a difference in taste between the people of the North, South, East and West. The wholesale merchants of Dallas have solved this problem for their customers by making a special study of this problem. Therefore, when we buy in Dallas, we know that we are not running a risk in the selection of merchandise, because everything that is presented in the Dallas market is suitable to the Southwest.

Every one knows that common interests tend to draw people together. We have found that the people whom we meet in the Dallas market have the same interests and problems that we have, and the friendships that often follow these contacts are both business and social in nature. We value our trips to Dallas because of the friendships that have developed.

Never has it been our pleasure to enjoy greater hospitality than that which is extended by the wholesale merchants and the hotels of Dallas. First, there is the friendly atmosphere of the hotels, which spare nothing to add to the comfort and enjoyment of their guests. Second, there are the style shows which are an interesting and carefully planned feature of each season. These, together with the banquets, luncheons, and dinners at the invitation of the business firms, add pleasure and variety to the trip, and give us enthusiasm for our work.

As a result of the above factors, we return home feeling as if we have been on a vacation instead of a business trip. We are ready the next day to meet our customers, full of pep and eager to present the new merchandise.

The advantages that we have found in buying from the Dallas market are so definite and clear to us that it is our policy always to trade in the market of our State. Therefore, because we save time, make money, gain friendship, enjoy hospitality, and return home feeling as if we have been on a vacation instead of a business trip, we prefer to buy in the Dallas market.

Second Prize Letter

Gentlemen:

It's easy to write about Dallas. I guess the main reason I like to buy from your wholesalers is because I feel at home there. It's nearly three hundred miles from Snyder, but Dallas wholesalers give

you the feeling that you've just stepped across the street to shop around.

The folks at Dallas seem to speak our language. They are Texas people, so they understand Texans. When I go to

Second Prize

By
C. ROSENBERG
Manager, The
Economy Dry
Goods Company,
Inc.
Snyder, Texas



Dallas I feel like I can sit down with the credit manager or the president of a wholesale concern, put all my cards on the table, and get a square deal.

I don't feel that way everywhere I go. The wholesaler a thousand miles from Snyder has no intimate knowledge of our crop conditions, of home-town merchandising set-ups, of the very things that mean success or failure to the average business man of the Southwest. You can go to a Dallas wholesaler in time of need and find a friend that looks for something besides the dollar mark. I feel sure that this sympathetic understanding has saved many of Texas' firms from bankruptcy in recent years.

Getting away from personal reasons brings up a vital fact. Dallas wholesale prices compare easily with other markets. I can always find splendid values in Dallas. The firms in Dallas keep in close touch with other markets and take pride in quoting competitive prices. Another important fact is that the net cost is lower due to minimum transportation. Many times our wholesale friends advise us regarding special sales, closeouts, short lots, etc., enabling us to buy saleable merchandise "worth the money." So, I buy with confidence while in Dallas, knowing that Dallas firms meet any fair and legitimate prices.

We can get goods in a hurry from Dallas. Express and parcel post shipments get to Snyder in twenty-four hours, or less. Freight and motor truck deliveries are remarkably prompt. This quick delivery feature, coupled with the fact that huge stocks are carried and manufactured in Dallas, makes it possible for a merchant to carry a minimum of goods and yet keep his stock up to requirements. And that really has been "sumpin'" these last few years.

Representatives of the largest manufacturers and jobbers in America can be found in Dallas. That means a lot when you consider that no matter how far out in the country folks live these days, they demand styles and prices in line with Eastern trends. The large showing of samples, directly in line with Eastern styles and price that can be found in Dallas at all times, makes it possible for

us to reach customers that once felt they had to go to the large cities to be satisfied. Personally, I find our requirements can be well taken care of by the stocks kept in Dallas and rarely have I had to refer to "Sample Houses." However, they all go to make up Dallas, and I think merchants in general appreciate them, even though they do not patronize them to a great extent.

So, I honestly like to buy from the Dallas market. I appreciate this opportunity of telling you some of my reasons.

Third Prize Letter

Gentlemen:

I have traveled thousands of miles during the market seasons, from Texas to St. Louis, Chicago and New York and West to California, in search of new styles—merchandise that is different.

The last few years I have been buy-



Third Prize

By
MRS. IRA N.
GILLESPIE
The Smart Shoppe
Taylor, Texas

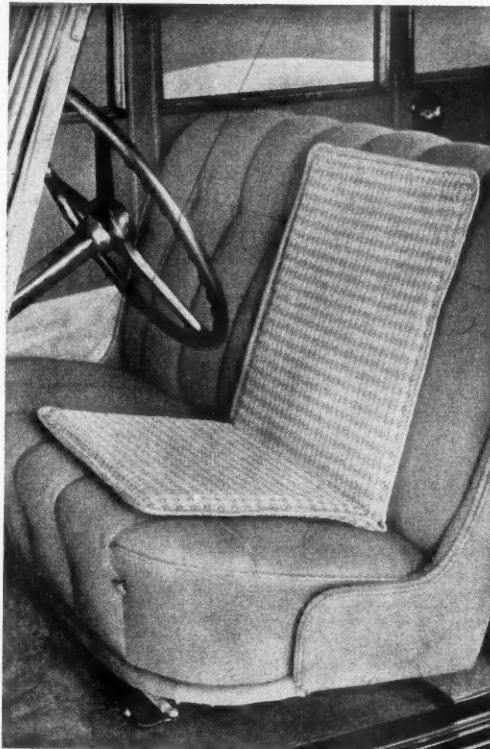
ing in the Dallas markets and I find that the end of the rainbow is there and the pot of gold in our own home State—Texas. I find that the Dallas market has many advantages over other markets. Such advantages are:

1. Delivery of merchandise is quicker.
2. Less express to pay.
3. Smart new styles may be purchased readily.
4. Merchandise is as cheap, and often cheaper than elsewhere.
5. Dallas merchants, being familiar with climatic conditions of the South, offer a better stock from which to select.
6. Trip to market may be made more economically and with less loss of time.
7. More trips may be made and later styles obtained, so as to have advance styles in stock.
8. Twenty-four-hour delivery is possible on special orders.
9. Dallas wholesale merchants more courteous and friendly.
10. Dallas merchants know customers personally and take a personal interest in filling orders.
11. Dallas is accessible from all directions—good roads and train service.
12. The Southwest should be patronized by Southwest merchants.
13. First-class merchandise is found in Dallas markets.

These are a few of the advantages I find the Dallas market has over other markets.

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LAWYERS

Fourteen Years in Mercantile Building

Only One Qualified Man Remains in the Sheriff's Race



Mr. Taxpayer:

Are you willing to continue in office a man who has cost the county, state and federal governments thousands of dollars through his inefficiency?

Are you willing to continue in office a man who turns down cooperation of experienced officers in seeking to cover himself with glory.

Through the present sheriff's inefficiency Dallas County law enforcement has been held up to ridicule throughout the nation; through his inefficiency and his refusal to accept proffered aid in the trap laid for the capture of Bonnie Parker and Clyde Barrow he allowed these two desperadoes to escape. After their escape they killed thirteen people in the Southwest, and cost the state and federal governments thousands of dollars in trying to effect their capture.

Cast Your Vote for

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FOR SHERIFF
(Political Advertisement)

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Department Store Earnings Increase

The "1933 Departmental Merchandising and Operating Results for Department Stores and Specialty Stores, prepared by the Controllers' Congress of the National Retail Dry Goods Association, shows a very definite improvement in department store earnings as compared with 1932 operation. This report, based upon the results of a large number of member stores of the Dry Goods Association, was compiled from data secured on questionnaires sent to each store, each questionnaire involving over 2,000 percentage figures, complete merchandising statistics, and operating expenses. The department stores are grouped into five volume classifications and the specialty stores are shown as a separate group. In all groups but one there was still a slight net operating loss in spite of improving net returns. The smaller department stores made a somewhat better showing than the larger ones and in the group of stores ranging in volume from \$1,000,000 to \$2,000,000 a small net profit of .4 per cent of sales was shown for 1933.

This report attributes the more favorable profit showing in 1933 to an increase in prices and a decrease in mark-downs. The lower mark-downs were attributed to the effect of operating on a rising market and were generally some twenty per cent less than 1932, averaging about ten per cent of sales in 1932 and eight per cent in 1933. While the rise in prices, wholesale and retail, itself accounted for no greater retail mark-on, it afforded stores an opportunity to increase the average sale, and this is given as the reason for a somewhat lowered total expense ratio. Mark-ons, however, were increased one per cent of the retail price due largely, it is indicated, to passing on to the customers the sales taxes imposed by a number of states and which the stores could not afford to absorb.

The department stores in two of the volume groups, \$1,000,000 to \$2,000,000 and \$2,000,000 to \$5,000,000, equaled 1932 sales in 1933. The other volume groups showed declines in sales ranging from two per cent to five per cent under 1932. The specialty stores showed a decline in sales of seven per cent. Sales improvement, starting in the latter half of the year, is attributed to increased prices rather than an increase in the movement of goods or number of transactions.



Sale of the products of the Buick Motor Company in Texas the first six months of 1934 showed an increase of forty-seven per cent over that of 1933, according to Harlow H. Curtice of Flint, Mich., president of the company, who was in Dallas recently for a conference with representatives of the company in this area.



Texas ranks fifth in the United States in the production of flour.

TOM HUNTER for GOVERNOR



Solicits your vote on the following promises:

1. To keep the scholastic apportionment up to \$16.00 or more.
2. The abolition of ad valorem taxes.
3. A sweeping governmental reform that would do away with special bureaus, boards and similar offices.
4. He is for a revision of our tax system that real estate producing only 15 per cent of our income shall not be required to pay 77 per cent of our Ad Valorem taxes.
5. The stabilization of farm market prices.
6. The lowering of automobile tax to \$5.00 or less.
7. While Tom Hunter personally leads an abstemious life, he is for the submission of the liquor question to the people, believing that it would be just as wrong to refuse to allow them to vote on this question as it would have been wrong to refuse to allow them to vote on it thirteen years ago when the state voted dry.

(Political Advertisement)

State Fair Briefs

A total of \$200,000 in purses will be awarded at the 1934 State Fair of Texas. These purses will include \$5,100 daily for seven races each day, livestock premiums, poultry, pigeons, rabbits, agriculture and other premiums awarded during the 48th exposition.

More tanks are being built for the waterfowl show in the poultry department of the State Fair of Texas, and the show will be one of the biggest displays of geese, ducks and other waterfowl ever held in the State, it has been announced here by Walter Burton, superintendent of the department.

Many new shows will be seen on the Blackmann-Gerety Midway at the 1934 State Fair of Texas, according to advices received here from Fred M. Beckmann, one of the owners of the shows. The carnival will be set up on a new lot this year, as the old horseshoe carnival lot has been taken in as part of the new racing plant at the State Fair.

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JUNIOR CHAMBER NEWS

July 4th Celebration

Dallas Jaycees journeyed over to our friendly northern neighbor, McKinney, for an eventful and entertaining fourth of July. Nearly one hundred Dallas Jaycees and their ladies attended.

The afternoon's entertainment consisted of competitive sports. The largest single attraction in this field was the McKinney-Dallas Jaycee ball game wherein the shut-out relief pitching of Monte Montgomery and the late seven-run rally by the boys from Dallas broke the 7-7 deadlock of the fifth inning. On the golf course, Hal Newman was the victor with a low score of 73. Dallas took seven out of eight of the matches.

Other sports were tennis and handball, and victors in these events were John Briggs, Louis Smith, Scott Bower, Nelson Bane, Bud Briggs and Buster Shelton, respectively.

Following the sports the generous hosts spread a picnic feed for the hungry Jaycees and later in the evening the celebration terminated in a dance. Everybody had a wonderful time.

* * *

Tyler Presented Charter

Formal presentation of the national charter of the United States Junior Chamber of Commerce was made to the Tyler Junior Chamber of Commerce on July 11. Eric C. Gambrell, national vice-president officiated at the presentation. Dallas Jaycees and their ladies who attended were Eric Gambrell and Mrs. Gambrell, Frank Parker, Jr., and Miss Betty Eakins, Mack Hargrave and Mrs. Hargrave, Houston Nichols and Mrs. Nichols, A. R. (Bill) White and Mrs. White, Pat Mallia and Mrs. Mallia, John D. Jacobson, R. B. Rinehart and B. B. Smith. The Dallas Junior Chamber congratulates the Tyler Junior Chamber upon coming into the national organization and upon its excellent beginning in being represented on the national board of directors in the person of Bert Francis.

* * *

Ogden Discusses Budget

The membership of the Junior Chamber heard an informative discussion of the county budget control by Judge Robert Ogden at the July 24th luncheon. Judge Ogden touched upon the outlet for the funds of the County of Dallas and impressed those present with the fact that Dallas County is fast adopting a sound and practical financial policy.

* * *

Director Vacancy Filled

The resignation of Melvin Campbell from the board of directors of the Junior Chamber was accepted with sincere regrets at the July 18 meeting of the board, and Herbert Bonney, Jr., was elected to serve the unexpired term. Mel Campbell wrote his name into the history



SERVING DALLAS
AND THE GREAT
SOUTHWEST

MERCANTILE NATIONAL BANK

AT DALLAS

MEMBER DALLAS CHAMBER OF COMMERCE

of the Jaycee organization as an untiring worker and leader.

* * *

Headlight Tests

Attention was called to Junior Chamber members by Editor Bill Cooper in the Peptomist that accidents after dark in Dallas are 43.5 per cent more numerous than before dark, and he comments further: "When the public is educated to the fact that they are the losers when they do not demand a thorough examination of their headlights then will we be on our way towards a safer city."

* * *

Luncheons at Athletic Club

During the month of August the Wednesday noon luncheons of the Junior Chamber of Commerce will be given at the Athletic Club dining room. The Athletic Club has very kindly extended an invitation to all members to use the pool for a cool swim at any time between 10:30 and 12 o'clock before the luncheon. The members of the Chamber of Commerce are always welcome to attend the luncheons of the Junior Chamber.

* * *

S. M. U. Courses for Adults Offered

The doors of many of the universities of the country are being opened to all adults, regardless of ability to meet the usual college entrance requirements. Increased leisure growing out of modern business changes is making necessary an expanded program of education to provide for technical needs and personal interests. A program of adult education is being sponsored by the National Government through the United States Commissioner of Education, George F. Zook, under the emergency relief program. Outstanding programs are being carried on in Cleveland, New York City, Milwaukee, Minneapolis, St. Paul and Los Angeles.

The School of Extension of Southern Methodist University is undertaking to do its part in this important work. An adult education program in which courses will be offered on both a college credit and non-credit basis will begin September 18.

We are hereby calling attention to the opportunities offered through your local university, and we hope that as members of the Chamber of Commerce you will co-operate in this effort to raise the morale and the cultural level of Dallas citizens.

Courses will be offered in the following subjects: Art, Biology, Chemistry, Commerce, Comparative Literature, Economics, Education, Engineering, English, French, Geology, Geography, German, Government, Greek, History, Mathematics, Philosophy, Physical Education, Psychology, Public Speaking, Religion, Sociology, Spanish.

* * *

The Pierce-Arrow Company, 1900 North Harwood St., has been appointed distributor in North Texas for the Auburn car.

* * *



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**Chamber of Commerce
School Success**

The second annual Southwestern Chamber of Commerce School, sponsored by the Dallas Chamber of Commerce, was held in Dallas, July 23-27.

The course of study covered a wide range of subjects pertinent to chamber of commerce management, including economics, sociology, industrial development, agriculture, management and financing a chamber.

The faculty included C. J. Crampton, Dallas Chamber of Commerce; Roger Miller, United States Chamber of Commerce; John E. King, Dallas News; Dr. H. L. Pritchett, Southern Methodist University; Clyde V. Wallis, Dallas Chamber of Commerce; W. N. Blanton, Houston Chamber of Commerce; C. T. Watson, Big Spring Chamber of Commerce; Stanley C. Draper, Oklahoma City Chamber of Commerce, and Hubert M. Harrison, East Texas Chamber of Commerce.

Fifty-one were enrolled for the course, representing the States of Arkansas, Oklahoma, New Mexico and Texas.

The following were enrolled: W. N. Blanton, Houston; E. K. Bennett, Longview; Mrs. Uneta Brown, Dallas; George S. Buchanan, Marlin; W. O. Cox, Tyler; Roy Christian, Dallas; C. J. Champton, Dallas; Roy Connally, Waxahachie; J. Ben Critz, Dallas; A. L. Conner, Longview; Glen D. Davis, Dallas; Stanley C. Draper, Oklahoma City, Okla.; Clarence De Busk, Jacksonville; Merle Gruver, Henderson; Hubert M. Harrison, Longview; Mrs. Wista Hornburg, Edinburg; Barney Haygood, Kilgore; Miss Esta Hainey, Kilgore; Wm. O. Harwell, Palestine; Alfonso Johnson, Dallas; Edgar Kahle, Jr., Oklahoma City, Okla.; John E. King, Dallas; Joe H. Kellam, Gladewater; Sidney Kring, Corpus Christi; Miss Edyth Krauskopf, Fredericksburg; Wm. J. Lawson, Huntsville; W. B. McCrory, Artesia, New Mexico; Odie Minatra, Breckenridge; Joe L. Mock, Jasper; M. R. Martin, Marshall; Geo. C. Merkel, Pine Bluff, Ark.; Roger Miller, Dallas; W. Hammond Moore, McKinney; Homer L. Massey, Terrell; S. M. Patterson, Conroe; Dr. H. L. Pritchett, Dallas; Mrs. M. Rowland, Texarkana; Russell Rhodes, Tyler; Pete Smith, Ennis; H. W. Stanley, Dallas; Lloyd M. Stewart, Dallas; Frank M. Thompson, Sherman; Miss Esther Tyers, Wichita Falls; James C. Wright, Duncan, Okla.; Clyde V. Wallis, Dallas; C. T. Watson, Big Spring; L. A. Wilson, Vernon; Mrs. Ross Woodall, Huntsville; O. L. Fowler, Denton, and C. C. Williams, Seguin.

In resolutions passed by the student body, the Dallas Chamber of Commerce was thanked for making "the most outstanding contribution to the development of Chambers of Commerce in the Southwest."

The third annual school will be held in Dallas the latter part of July, 1935.



Don't Fire a Good Man .. just because he lacks training!

LOYALTY, dependability, and industry are so valuable that they need not be sacrificed when it is so easy to train a man to do just the work required.

The Y. M. C. A. Schools specialize in training young men for business positions. Encourage your promising young men to get this training. There are two schools—

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What the Public Says About John D. Coffman Candidate for Judge of County Court at Law No. 1

"John D. Coffman's general practice in all state and federal courts, his experience as a public servant, and his judicial temperament qualify him for this most important post."—Judge Hiram F. Lively.

"During the two years Mr. Coffman served as assistant district attorney he established a record as an able prosecutor."—The Dallas Times Herald.

"I know John Coffman as a lawyer and as a private citizen. He will make a capable, efficient judge, fair and impartial, and will do what he promises the voters of Dallas County."—Judge J. L. Goggans.

"He conducted a vigorous campaign for the reduction of salaries of county officials, advocating economies in local government which were later enacted by the state legislature."—The Dallas Journal.

"I have been closely associated with him in the activities of the American Legion and I believe I know his sturdy Christian character and his keen legal mind. He possess the same type plain, common sense and homely humor that made Abraham Lincoln famous."—Joe M. Hill, former state judge advocate of the American Legion.

"John Coffman is an able lawyer, and temperamentally fitted for judicial positions."—The Lancaster Herald.

"I commend your sincerity and appreciation of public service. Your work has been splendid and deserving of praise."—William McCraw, during whose last term as district attorney John Coffman served as assistant.

"John Coffman commands the respect of his fellow-lawyers, and has already shown himself a capable, sincere public servant. He is qualified by temperament and experience for this honor."—Judge D. W. Bowser.

"The promises of John Coffman in his race for judge of County Court at Law are constructive, and meet the situation squarely and honestly. I know him and don't hesitate to say I believe he will do what he promises."—Judge George Sergeant, former chief justice of the Court of Civil Appeals, Dallas.

"It is a good sign for the country when men of John Coffman's timber aspire to public office. Dallas County needs him and he deserves your vote."—Judge C. M. Crumbaugh.

Vote for
JOHN D. COFFMAN
Judge of the
County Court at Law No. 1
(Political Advertisement)

DALLAS, August, 1934

NEW MEMBERS

Wiener Lumber Company, Maple Avenue and Maple Lawn Road; lumber and building materials. Eli Wiener, president.

Acousticon, H. G. Pettigrew, 512 Republic Bank Building. Hearing aid instruments.

Magnolia Brush Manufacturing Company, 2021 Richardson Street. Brush manufacturers. George Zehetner, proprietor.

Mutual Trust Shares, 1304 Kirby Building. Investment securities. George K. Meriwether.

Texas Bond Reporter, Inc., 2500 McKinney Avenue. Municipal bond investment service. George W. Culler.

The Dan Cohen Company, 1200 Elm Street. Retail shoes. J. A. Lavine, manager.

The Southern States Company, Inc., 1113 Tower Petroleum Building. H. C. Otis. Oil.

Davenport & Wiggins, 303 First National Bank Building. Real estate—business properties exclusively. Howard H. Davenport, Jr., and Harvey W. Wiggins.

W. H. Midgley Company, 2009 Live Oak Street. Automobile accessories.

The Flower Mart, 3725 Maple Avenue. Florists. W. A. Simpkins.

The Texacone Company, 2007 W. Commerce Street. Manufacturers of packing and packing specialties. Hal T. Wheeler, president.

Goyne's Manufacturing Company, 533 South Ervay Street. Manufacturers of insecticides, stock sprays and jobbers of enamels and oils. L. A. Goyne, manager.

♦♦♦

Highway Completed

The new Dallas-Fort Worth highway has been completed and is in use. It is one of the finest roads in the country and carries more travel than any other highway in Texas. Approximately \$695,000 was spent on the road in Dallas County, of which \$445,000 was for paving and \$240,000 was for grading and drainage structures. The Commerce Street cut-off cost approximately \$100,000 for paving and \$40,000 for grading and drainage structures. Funds were furnished through the State Highway Department. Dallas County furnished the right of way.

♦♦♦

Texans paid the Federal government almost twice as much in taxes for the fiscal year 1934 as for the fiscal year 1933. The 1934 payments were \$60,501,954, compared with \$34,167,496 in 1933. The Dallas district taxes were \$25,269,639 for 1934, as against \$13,077,450 in 1933.



a new era in SOUTHERN HOSPITALITY !



... Send your guests to a National Hotel when they leave you to travel onward. They will appreciate your concern for their comfort and satisfaction.

In Texas—The Stephen F. Austin, Austin; The Jean La Fitte, Galveston; Cavalier, Galveston; The Buccaneer, Galveston; The Hotel Brownwood, Brownwood; Hotel Southern, Brownwood; The Hotel Gholson, Ranger; Miramar Court, Galveston; The Edgewater Cabanas, Galveston; The Hotel Donna, Donna; The Settles, Big Spring; The Falls, Marlin; The Hotel Laguna, Cisco. In Alabama—The Thomas Jefferson, Birmingham. In Louisiana—The Hotel De Soto, New Orleans. In Mississippi—The Hotel Riviera, Biloxi. In New Mexico—The Hotel Clovis, Clovis. In Oklahoma—The Sapulpa Hotel, Sapulpa; The Huber, Muskogee; The Belmont, Okmulgee; The Aldridge, Wewoka. In Virginia—Mountain Lake Hotel, Mountain Lake.

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The first thing a good Advertiser thinks nowadays—when he wants to enlighten the public about his business—what he makes—or sells IS PICTURES.

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Texas Centennial to Be International

Corsicana, Texas.—Now that activity in at least five Texas cities is being directed toward securing the major celebration of the Texas Centennial in 1936 the people in increasing numbers are asking for detailed plans concerning the celebration, just what it provides, and the methods of execution.

The five cities in which such activity now is pronounced, listed alphabetically, are Austin, Dallas, Fort Worth, Houston and San Antonio.

A plan, comprehensive in every detail from which the competing cities will work in their applications for the major celebration, has been outlined by a plan Committee, headed by John D. Middleton of Greenville. Members of the committee are Mrs. W. B. Sharp, Houston; John H. Shary, Mission; H. H. Ochs, San Antonio and J. K. Hughes, Mexia.

International in Scope

In the first place the plan contemplates that the exhibition shall be international in scope and execution. It does not take the form usually expected of fairs, expositions and events of like nature.

It differs from them in its bigness, and it differs from them in the vastness of the matter to be portrayed, for the committee says in its report, which was adopted by the Centennial Commission and is official, that: "We recommend that in order to portray properly to the world the incomparable history and unexampled progress of Imperial Texas, our observance thereof should be a Centennial celebration, international in scope, as big and great and beautiful and inspiring as is humanly possible within the time allotted and with the resources provided."

This celebration, to be staged in the city securing the major event will be of this character: "Impressively emphasize the material, educational, artistic, cultural and religious development of Texas." Further: "The Central Exposition must be Texan in its proportions and continental in its ideals; that the occasion in spite of ancient differences between Texas and Mexico, once divided but now the friendliest of good neighbors, should be utilized to cultivate and continue the spirit of mutual understanding and good will that shall endure unbroken through all coming generations; and that the Republic of Mexico should be invited on appropriate days and in generous fashion to take part in our Centennial program."

Story of Progress

The story of progress through the last hundred years is not to be overlooked because the plan provides: "The Central exposition shall encompass in its practical development the complete story of Texas' progress from the crude beginnings of our hardy pioneers to the splendor of our modern-day civilization; that here be gathered in exhibit, the re-

THINGS YOU MAY NOT KNOW ABOUT YOUR TELEPHONE

THE MEN who aided Alexander Graham Bell in the invention of the telephone are perpetuated today in many of the policies, and even in the form of organization, of your telephone service.

Bell himself, the young inventor . . . today his place is taken by Bell Telephone Laboratories, with its countless improvements to the telephone art.

Thomas A. Watson, making with his own hands the first telephones . . . today his place is filled by the great shops of Western Electric Co., which supplies at a saving the materials needed in the Bell System.

Gardiner G. Hubbard, first business adviser of the infant telephone industry . . . and today the American Telephone and Telegraph Co., parent organization of the Bell System . . . whose staff members develop more economical operating methods for the 24 Bell associated companies . . . whose financing facilities make available, at a saving, funds for necessary extensions to telephone lines and equipment.

In an undertaking planned like the telephone service for the long pull, what is best for the telephone user becomes in the end the course that should bring the surer, more enduring success. For more than 50 years, the savings from the specialized telephone organization these men created have gone to give good telephone service at fair cost to the user.

Southwestern Bell Telephone Co.





Organized Responsibility

The STEWART OFFICE SUPPLY COMPANY represents an organized responsibility to business and industry in Dallas gained through twenty-one years of constant service to customers.

When considering new office equipment or for a constant, dependable and satisfactory office supply service we ask consideration.

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production and pageant representation of all that is best in agriculture, livestock, mineral resources, social science, fine arts, liberal arts, education, culture and religion—all this to the end that Texans may know and love Texas better and that both information and inspiration shall greet the un-numbered millions whom we invite within our gates."

The plan further contemplates that the successful city shall provide a minimum of 200 acres of land, suitable transportation, utility service, designated buildings, etc.

From this is seen the scope of the Centennial idea and the plans along which the idea will be executed. It should make it plain to every citizen that Texas is not contemplating a celebration in which the midway and the amusements of other nature will predominate, but a celebration along lines not heretofore attempted in the United States, unique in plan and execution, an attraction that never before has been offered the people of this and other nations.

To Cost \$15,000,000

To accomplish this purpose a finance committee composed of General John A. Hulen of Fort Worth as chairman, and having as members Mrs. Fannie Campbell Wommark of Palestine, and Roy Miller of Corpus Christi, has set as a minimum goal for financing the celebration \$15,000,000. It has not set forth an arbitrary figure to be secured from any city, or from the State or Federal Governments. It is foreseen, however, that the co-operation of the three will be necessary, and the theory has been advanced that the successful city will have to bid in terms of millions of dollars.

In order that the State may be acquainted with all the plans and details of the celebration a publicity committee at Corsicana under the direction of Lowry Martin as chairman, has been functioning since early in July, "selling" the Centennial to Texas. Responses running into the many thousands from all sections of the State indicate the aim is being accomplished. Texas is Centennial-conscious, and the city securing the central celebration on September 1, will secure an attraction that in 1936 will attract literally millions of people into its gates, resulting in a great business stimulant, the relief of unemployment, and national and international advertising.



Captain B. S. Thompson is the new commanding officer at Hensley Field, succeeding Captain Harry Weddington, transferred to Montgomery, Ala. Both Captain Weddington and Captain Thompson were honored recently at a dinner given by the aviation committee, officials of the Chamber and city officials.

D. A. Little, president of Magnolia Petroleum Company, has announced that the company has increased wages of employees \$600,000 per year, effective July 1, and applying throughout the organization.



There is a room waiting for you

at The Adolphus in Dallas. Many of them are only \$2, and newly furnished.

Club Breakfasts in The Coffee Shop, from 40c up. Lunches from 50c up. We're inviting you, and everyone from bell-hop to manager will try to make you comfortable.

When may we expect you?

OFFICIAL A. A. A. HOTEL

THE ADOLPHUS IN DALLAS



Preliminary Figures Show Status of Wholesale Trade in 1933

SUBSTANTIAL gains in wholesale trade employment during 1933 are revealed by the preliminary figures for the United States tabulated in connection with the Census of American Business and released by William L. Austin, director, Bureau of the Census, Department of Commerce.

If the average number of full-time employees engaged in wholesale trade be regarded as 100, December, 1933, showed an improvement over the beginning of the year of ten points, and October registered an improvement of eleven points over the first quarter of the year, the variation ranging from a low of ninety-five for the first three months to a high of 106 in October. Similarly the peak in part-time employment was reached in November, 1933, which was twenty-three points higher than the low recorded in March. When the fourth quarter of 1933 is compared with the first quarter, full-time employment in the fourth quarter shows an improvement of 10.9 per cent and part time employment an improvement of 21.7 per cent.

When both full-time and part-time employment are considered, it becomes clear that the improvement during the year 1933 was substantial and more than seasonal, Director Austin said. According to the 1929 Census of Distribution, the seasonal variation in such employment for the United States is about eight points for both full-time and part-time employment combined. If it is assumed that 1929 was fairly typical in this respect, it would appear that the last few months of 1933 showed more

than seasonal betterment, and it is significant that the peak in employment reached in October was maintained practically to the end of the year.

Number of Establishments

The preliminary census figures show a little over 162,000 wholesale establishments in the United States with net sales, in 1933, of \$30,482,271,000. It is estimated that the final results will show a little over 162,000 wholesale establishments with annual sales during 1933 around \$31,000,000,000. For census purposes, a wholesale establishment is a place of business where all or a major part of the goods are sold or distributed on a wholesale basis.

Approximately one-half (49.27 per cent) of the total volume of business reported by wholesale establishments is accounted for by four states, and another four states add a third more, so that the eight states with more than a billion dollars worth of wholesale business annually make up sixty-seven per cent of the total volume. New York is well in the lead among the states, with sales amounting to \$7,863,017,000, or 25.79 per cent of the total for the United States. The other ranking states in the order of importance are Illinois, California, Pennsylvania, Ohio, Massachusetts, Missouri and Texas. The same eight states did 65.88 per cent of the wholesale business in 1929, although the order of their importance has changed except for New York, Illinois and Texas, which still retain first, second and eighth places, respectively. California moved up from

fourth place to third, changing places with Pennsylvania. Ohio moved up from sixth to fifth position. Massachusetts advanced from seventh to sixth place, while Missouri descended from fifth position to seventh.

When the figures on wholesale distribution for the United States are compared with similar data for 1929—the pre-depression year covered by the first Census of Distribution—some interesting facts come to light, as shown below:

55.9 Per Cent Below 1929

In spite of the marked improvement shown during the last few months of 1933, the year as a whole does not compare favorably with 1929. In 1933 the volume of business was 55.9 per cent below that of 1929, salaries and wages were 45.3 per cent lower, and the number of employees decreased 26.5 per cent. Since payroll decreased much more than the number of employees, it would appear that the average earnings of employees engaged in wholesale trade in 1933 were about 25.6 per cent less than in 1929. The average annual sales per employee showed a reduction of about \$17,179 (from \$43,025 to \$25,846 per employee) partly because of the lower prices prevailing in 1933 which necessitated handling a larger physical volume per dollar of sales.

Eighteen states registered a decrease in the volume of wholesale business, as compared with 1929, larger than the average decrease for the United States. The largest decreases are to be found in the wheat states, most of the cotton belt, and in Michigan which suffered heavily from the slump in the automobile industry. States showing a decrease under fifty per cent numbered thirteen, the smallest decreases being shown for three of the New England States and for several coastal states which engaged both in foreign and domestic commerce.

While these comparisons are interesting and significant, it must be remembered that the two censuses are not exactly alike, at least in some respects, due largely to differences in the canvass, coverage and classification. Just whence the differences in the number of establishments and volume of business come will be apparent as soon as data are published by kind of business and type of establishment.

The Census of American Business, which includes retail trade, wholesale trade, and service, amusement and hotel establishments, was conducted by the Bureau of the Census with funds supplied by the Civil Works Administrator. Every city, county and state has been covered since January, collecting data for the year 1933, which is being released as fast as tabulations are completed.

The reports for wholesale trade are being prepared by Dr. Theodore N. Peckman in charge of the wholesale census, under the supervision of Fred A. Gossell, chief statistician for the Census of American Business. Dr. Peckman was also in charge of the wholesale census for 1929.

| | 1933 | 1929 | Per cent change |
|----------------------------------------------------|------------------|------------------|-----------------|
| Number of establishments..... | 159,724 | 169,655 | — 5.9 |
| Net sales..... | \$30,482,271,000 | \$69,056,604,000 | —55.9 |
| Number of employees (full-time and part-time)..... | 1,179,358 | 1,605,042 | —26.5 |
| Salaries and wages..... | \$1,645,539,000 | \$3,010,130,000 | —45.3 |

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New Federal Retail Sales Census

RTAIL sales in the United States in 1933, as disclosed by the preliminary reports of the Census of American Business, aggregate nearly twenty-five and three-fourths billion dollars. The exact amount is subject to some adjustment in the course of preparation of the final reports now under way, but is not expected to vary more than one per cent in either direction.

This total compares with total sales in 1929 of a little more than \$49,000,000,000, and measures for the first time the depth of the depression into which the country had fallen—even after taking into consideration the improvement in retail business occurring during the last half of 1933, which is included in the 1933 figures. Retail sales started a marked and steady upward movement about July of 1933. The effect of this factor is unknown, but it is evident that the amount of drop from the peak of 1929 would have been even greater had the year not included five to six months of this steady increase in business.

The United States totals now available are the aggregate of the preliminary state reports which have been coming out of the Census Bureau since the end of May of this year, when the first states (Montana and New Mexico) were released. Preliminary totals for the populous Eastern States, which contain a large percentage of chain stores the last of whose figures the Bureau obtained only a week ago, are made available coincident with this summary for the entire country.

Employment Increases

Full-time retail employment in the United States during the first quarter of 1933 averaged 2,487,008; during the second quarter the average was 2,596,101; third quarter, 2,749,889; last three months of 1933, 2,932,240. In ratio to the year's average the same figures are ninety-two per cent, ninety-six per cent, 102 per cent and 109 per cent, respectively.

Part-time retail employment during the first quarter averaged 624,152; second quarter, 713,496; third quarter, 737,876; last three months, 848,077. Ratios to the year's average of part-time employment are eighty-five per cent, ninety-eight per cent, 101 per cent and 116 per cent, respectively.

In comparison with the above, the Retail census reports for 1929 show combined full-time and part-time employment ratios as follows:

| | |
|-----------------------------|------|
| Average for year 1929..... | 100% |
| Employment April 15..... | 97% |
| Employment July 15..... | 98% |
| Employment October 15..... | 101% |
| Employment December 15..... | 104% |

The ratios existing in 1929 are considered to constitute a fair measure of seasonal variation in retail employment. Improvement in business activity in the last half of 1933, as distinguished from mere

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SERVING OLD CLIENTS and making new ones

WE DIDN'T escape the economic illness which befell all business a few years ago. We needed strong medicine—efficacious dosages of invigorated old business compounded with a generous portion of new. During the twelve months just ended, our list of clients has grown appreciably—is growing—and our view of the future is a genuinely optimistic one. We're getting well.

We place in the hands of our clients printed products which bespeak true craftsmanship and adequate service developed over a period of more than 34 years. These quality products cost no more than those produced by inadequate facilities, a fact which makes it unprofitable to buy any printing not strictly high-grade.

That our printing is not very unlike that produced by other good printers (and there are many of them in Dallas) is granted, but we may be able to please you a little better on some of the many other things which always accompany a job from the order to delivery. We solicit you to sample generously of our kind of printing. Telephone 7-1259.

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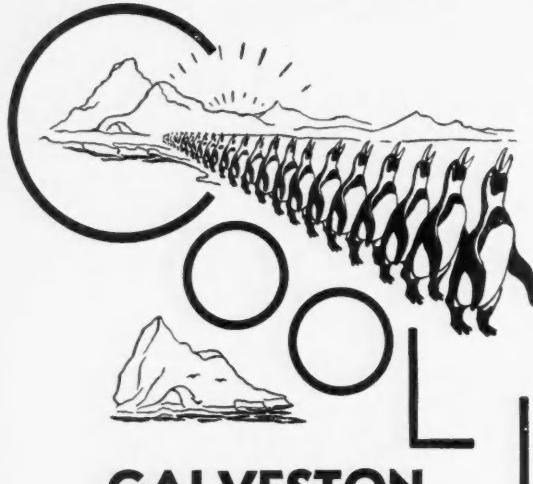
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LOW RAILROAD RATES



The BUCCANEER hotel
ON THE BEACH

seasonal pickup, can be measured with some degree of accuracy in the difference between the 1929 seasonal increases and the much greater increases in the last two quarters of 1933 as shown above.

Other Comparisons With 1929

Compared with the 1929 sales figures, as disclosed by the Retail Census of that year, the 1933 sales show a drop in retail volume of nearly forty-eight per cent. Full-time employment decreased about thirty per cent and the corresponding payroll about forty-seven per cent. Part-time employment, however, increased and part-time payroll was nearly one and one-half times as much as in 1929. There is practically no change in the number of stores. The number of proprietors working in their own stores in lieu of employees increased 61,981, or about four per cent.

Subject to minor adjustment, as a result of later computation of part-time employment in stores operating less than a full year, the Census figures indicate that the annual compensation of the average full-time employee, which in 1929 was \$1,312, decreased to \$992. Although full-time payroll decreased in about the same ratio as sales, other expenses could not be brought down in like proportion; as a result, the wage cost and total operating expense ratio to sales increased considerably.

William L. Austin, director of the Census, emphasizes in giving out the figures that they should be regarded as tentative until all of the returns recently received have been verified and duly incorporated in the preliminary totals. The State reports so far released show number of stores, number of employees, proprietors, payrolls and sales, county by county for the United States. Final reports, which will be available in mimeograph form beginning in August and later in printed form, will show the same information analyzed by kinds of business, by cities as well as counties. They will also include operating expense data and credit information. Another table will show employment by months throughout 1933, both full-time and part-time, by kinds of business. Still another will disclose the relative growth or decline of the several types of operation, such as chains, mail-order, house-to-house selling and commissary stores in comparison with independents.

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Big Increase In Farm Implement Exports

Farm implement exports from the United States during the first six months of 1934 were the largest for any similar period since 1931, according to a report from Harold M. Young, manager of the Dallas office of the Commerce Department.

Exports during the six-month period in 1934 were valued at \$10,078,768, compared with \$5,428,377 in the same 1933 period, an increase of 85.7 per cent. This favorable development, it is pointed out, was a culmination of increasing exports which started in January and continued with only one interruption, a slight seasonal decline in May.

Foreign shipments of tractors and parts made up the bulk of the trade, amounting to nearly fifty-four per cent of the total. Wheel tractor shipments totaled 2,358 units, a 157 per cent increase over the 919 units in 1933, while the value of \$1,762,603 was 130 per cent more than the \$750,911 for the same period last year. Tracklaying tractors showed an even greater gain, with 1,115 valued at \$2,080,862 compared with 328 valued at \$611,903 a year ago, a 240 per cent increase in both number and value.

Exports of cultivation implements showed an increase of eighty-five per cent over the first half of 1933 and shipments of windmills, dairy equipment and sprayers and dusters also were considerably larger than last season. Exports of harvesting equipment, however, were only nine per cent larger than a year ago and most of the gain was in mowers rather than in grain harvesters or combines.



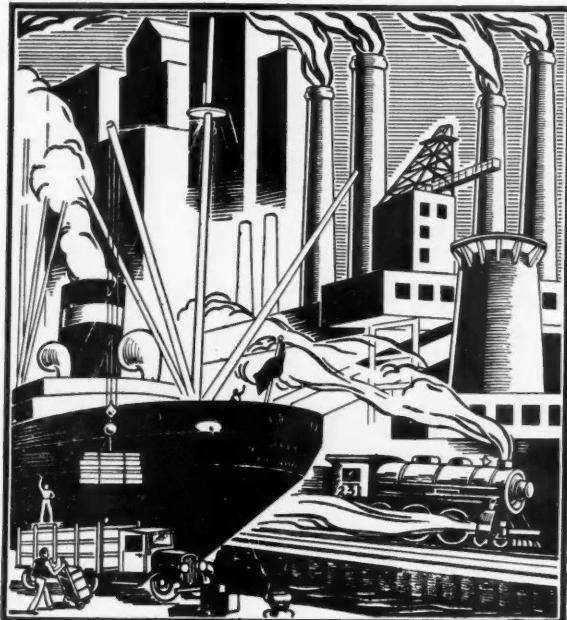
Air Line Speeds Up Chicago Service

A shuttle plane service has been inaugurated between Oklahoma City and Tulsa by Braniff Airways, clipping one hour from the flying time between Dallas and Chicago via Kansas City. The new service is six and one-half hours from Dallas to Chicago and three and one-half hours to Kansas City. Planes leave Dallas at 2 p.m., arriving in Kansas City at 5:15 p.m. and Chicago at 8:30 p.m. Southbound planes leave Chicago at noon and arrive in Dallas at 7:15 p.m.



Tyler on Air Line

Tyler has been made a regular stop on the Delta Airlines, effective September 1, for passenger and mail service. Mail put aboard the eastbound plane at Love Field at 11:45 o'clock will be delivered in Tyler early in the afternoon. Mail from Tyler will reach Dallas on the plane arriving at 4 p.m. daily. The new service is the result of a joint petition filed by the Dallas and Tyler Chambers of Commerce.



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Sound financing helps ships to sail, trains to run, and the wheels of industry to turn.

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First National Bank in Dallas



Summer Is No Holiday for Natural Gas

We had to re-lay 14,000 feet of pipe on one job alone, to fit into a government highway project.



People may think we take it easy in summer just because our sales drop off, but it's quite the contrary. We have to lay new pipe lines, do repairing and inspecting, and get the whole system tuned for the winter load.

On top of this we have to move our pipes to fit the dimensions of government projects. As the government work goes along highways, streets and sewers, our men have had to dig up and re-lay as much as 14,000 feet on one job alone. Most of this pipe was in good condition, ready to serve many years longer under normal use.

Are You Using Our Engineers?



Our heating engineers are busy in Dallas industrial plants giving advice on combustion, flues and so forth, and on plans for new or enlarged installation.

Do you need them on some heat problem? They are glad to help you, without charge.

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GAS SYSTEM

